

We Claim:

1 1. A service platform connected to the Internet and to a telecommunications network
2 comprising:

3 first apparatus for interfacing said service platform with the Internet so that a first user
4 may access the telecommunications network via the Internet, and

5 second apparatus for interfacing said service platform with the telecommunications
6 network so that a second user may access the Internet via the telecommunications network.

1 2. The service platform of claim 1 wherein said first apparatus includes apparatus,
2 responsive to receipt of a request from said first user to broadcast audible, text received from said
3 first user via the Internet to a number of identified telephone numbers, converting the text to
4 audible speech, placing a telephone call in turn to each of the identified telephone numbers, and,
5 if the call is answered, transmitting the audible speech over the associated call connection, and if
6 the call is not answered, reattempting the placing of that call at a later time.

1 3. The service platform of claim 1 wherein said first apparatus includes apparatus,
2 responsive to receipt of a request from said first user to broadcast verbally to a number of
3 identified telephone numbers text that is entered by said first user via the Internet, converting the
4 text to speech, placing a call to said first user and transmitting the converted speech to the first
5 user so that the first user may approve the transmission of the speech to said each of the
6 identified telephone numbers.

1 4. The service platform of claim 3 wherein said first apparatus further includes
2 apparatus, responsive to the first user not approving the converted speech, then transmitting via
3 the Internet a request to the first user to re-enter the text.

1 5. The service platform of claim 1 wherein said second apparatus includes apparatus for
2 receiving a telephone call from the second user via the telecommunications network and
3 interacting with the second caller to obtain information that may be used to change the contents of
4 a particular Web page that may be accessed via the Internet, said apparatus including other

5 apparatus, responsive to receipt of such instructions, for then accessing and changing the
6 particular Web page in accordance with the received instructions.

1 6. The service platform of claim 5 wherein said instruction are uttered by said caller and
2 wherein said apparatus includes voice conversion apparatus for converting said uttered
3 instructions into text for insertion in said Web page.

1 7. The service platform of claim 5 wherein said second apparatus includes further
2 apparatus for transmitting to second user over the associated call connection a verbal rendition of
3 the converted text.

1 8. The service platform of claim 7 wherein said apparatus for transmitting includes
2 apparatus, responsive to receipt of an indication from said second user that the verbal rendition is
3 correct, forwarding the converted text to a Web server so that said particular Web page may be
4 changed in accordance with the converted text.

1 9. The service platform of claim 7 wherein said apparatus for transmitting includes
2 apparatus, responsive to receipt of an indication from said second user that the verbal rendition is
3 incorrect, forwarding the request to the second user to retransmit the instructions.

1 10. The service platform of claim 5 wherein said second apparatus further includes
2 apparatus, operative when said Web page has been successfully changed, for so notifying said
3 second user via the telecommunications network.

1 11. The service platform of claim 1 wherein said telecommunications network is a public
2 switched telephone network.
3

1 12. A service platform comprising:
2 an apparatus for receiving a connection from a station telephone and for obtaining
3 updated information via the connection, and

4 apparatus for converting the update information directly into a corresponding
5 format and for updating a Web page in a manner identified by the corresponding formalized
6 information.

1 13. The service platform of claim 12 wherein said update information is uttered by a
2 caller and wherein said apparatus includes voice conversion apparatus for converting said uttered
3 instructions into text for insertion in said Web page.

1 14. The service platform of claim 12, wherein said converting apparatus includes
2 apparatus for transmitting to said caller over the connection a verbal rendition of the converted
3 text.

1 15. The service platform of claim 14, wherein said converting apparatus includes
2 apparatus, responsive to receipt of an indication from said caller that the verbal rendition is
3 correct, for forwarding the converted text to a Web server to update the identified Web page.

1 16. The service platform of claim 14, wherein said converting apparatus includes
2 apparatus, responsive to receipt of an indication from said caller that the verbal rendition is
3 incorrect, for forwarding the request to the caller to repeat said update information.

1 17. The service platform of claim 12, wherein said converting apparatus further
2 includes apparatus, operative when said Web page has been successfully updated for so notifying
3 said caller.

4 18. A method for processing Web page content editing via a communications
5 connection, said method comprising the steps of:

6 establishing a communications connection;
7 prompting for content that is to be inserted in the Web page;
8 receiving the content;
9 recognizing the content and converting the content into text; and
10 changing the Web page content using the converted text.

1 19. The method of claim 18, wherein said content is a verbal instruction uttered by a
2 user.

1 20. The method of claim 19, wherein said step of recognizing uses an automatic
2 speech recognition module to convert said verbal instruction into text.

1 21. The method of claim 18, wherein said content is provided utilizing a facsimile
2 transmission over said communications connection.

1 22. The method of claim 18, wherein said content is provided utilizing a portable
2 wireless data device.